

REMARKS

Favorable reconsideration of the application is respectfully requested in light of the amendments and remarks herein.

Upon entry of this amendment, claims 1, 2, 5, 6, 8, 9, 12, 13, 15, 16 and 25 will be pending.

§102 Rejection of Claims 1, 2, 5, 6, 8, 9, 12, 13, 15, 16 and 25

In Section 3 of the Office Action, claims 1, 2, 5, 6, 8, 9, 12, 13, 15, 16 and 25 stand rejected under 35 U.S.C. §102(e) as being unpatentable over Bogosian *et al.* (U.S. Patent 6,760,470; hereinafter referred to as “Bogosian”). This rejection is respectfully traversed below.

In the Background of the Invention (hereinafter referred to as “Background”) section of the Specification, it was stated, “[r]ecently business on purchasing goods or receiving services has been conducted through a computer network, in particular, the Internet. In such business, an order of an intending purchaser is placed on goods supplied by a credit card member store (distributor) through the Web site, and on-line payment for the goods can be made by using a credit card.” *Background of the Specification, page 1, lines 13-17.* In the Summary of the Invention section of the Specification (hereinafter referred to as “Summary section”), it was further indicated, “[i]n a conventional method for on-line payment using a credit card, the intending purchaser has to wait after placing an order until a decision is made as to whether the purchase is accepted or not with the web page opened on which the order is placed.” *Summary section, page 2, line 25 to page 3, line 2.* “In such a situation, there is a possibility that the intending purchaser withdraws the request . . . Such a situation is not so desirable . . . as to

result in losing a chance for selling goods.” *Summary section, page 3, lines 15-20.*

Thus, the above paragraph highlights the problem associated with online credit card processing systems that forces a customer to wait to receive certifying payment information as the customer is placing an order, thereby causing the customer to cancel or not submit an order, which leads to lost sales.

To solve this problem, embodiments of the present invention provide a method of processing a reception of an order on-line business that notifies a customer that an order has been received in a timely manner so as not to lose orders. For example, the structure of method claim 1, as presented herein, includes:

carrying out processing for receiving an on-line input of order information on specified business from an orderer and processing for obtaining payment certifying information for certifying payment for the order; and

after receiving the order information, supplying the orderer on on-line output and by displaying on a screen an information indicating that the order has been received, before a result of authorization about the payment certifying information is presented.

(emphasis added)

Accordingly, in one aspect of claim 1, the information indicating that the order has been received is supplied on on-line output and by displaying the information on a screen *after* the order information is received and *before* an authorization result is presented. Hence, claim 1 defines a particular sequence for these operations: (a) receiving order information, then (b) displaying on a screen information indicating the order has been received, and then (c) presenting an authorization result. (See, e.g., the Specification of the present application at page 18, lines 10-25, and Figures 6 and 7.)

By contrast, the cited portion of Bogosian (col. 13, lines 37-50) discusses how an order confirmation page appears after a prospective buyer has selected an article for purchase and has yet to confirm the order, prior to its receipt. Specifically, in Bogosian, a prospective buyer is first presented with a purchase page 1000. The buyer may click on a purchase button 1070 to choose a product he wishes to purchase. If he clicks on purchase button 1070, an order confirmation page 1200 appears on which the buyer may view details of the proposed transaction prior to confirming his order for processing. The buyer then clicks on confirmation button 1260 after reviewing the proposed order, and is provided another web page in which he can enter a credit card number, or select a previously-stored credit card number. *Bogosian, col. 13, lines 37-50.* These lines describe displaying an order confirmation page for an order yet to be sent or received. In other words, the display of an “order confirmation page” relates to a non-submitted order or non-received order, not to received order information, as claimed. Further, in Bogosian, the display of information relating to an order occurs before (a) the receipt of order information, not after step (a), as claimed. Therefore, Bogosian fails to disclose or teach “displaying on a screen an information indicating that the order has been received,” as claimed.

Further, Bogosian is cited for presenting “a result of authorization about the payment certifying information.” *Office Action, page 2.* In claim 1, (c) the presentation of the authorization result occurs after (a) the receipt of order information, and (b) the display of information related to a received order. Yet the cited portion of Bogosian (col. 13, lines 23-55) discloses “1-Click Ready” indicators (comparable to the claimed result of authorization) that are displayed before a product is ordered at all. Specifically, Bogosian discloses “1-Click Ready” indicators displayed next to various product names on sample page 1100, wherein “[e]ach product [on sample listing page 1100] has an associated hypertext link to a product purchase

page like the one illustrated in Fig. 10.” *Bogosian, col. 13, lines 23-26.* Therefore, (c) the authorization result cited in Bogosian is presented prior to the selection of an article, and thus prior to: (a) receipt of payment and (b) display of information related to the received order, instead of after steps (a) and (b), as claimed. Accordingly, Bogosian fails to disclose or teach “displaying on a screen an information indicating that the order has been received, before a result of authorization about the payment certifying information is presented,” as described in claim 1.

Therefore, it is maintained that Bogosian fails to specifically teach or suggest the broader limitations of method claim 1, including *carrying out processing for receiving* an on-line input of order information on specified business from an orderer and processing for obtaining payment certifying information for certifying payment for the order; and *after receiving* the order information, supplying the orderer on on-line output and by displaying on a screen an information indicating that the order has been received, before a result of authorization about the payment certifying information is presented.

Based on the foregoing discussion, it is maintained that claim 1 should be allowable over Bogosian. Since claims 2, 5, 6, 8, 9, 12, 13, 15, 16 and 25 depend from claim 1, claims 2, 5, 6, 8, 9, 12, 13, 15, 16 and 25 should also be allowable over Bogosian.

Accordingly, it is submitted that the rejection of claims 1, 2, 5, 6, 8, 9, 12, 13, 15, 16 and 25 based upon 35 U.S.C. §102(e) has been overcome by the present remarks and withdrawal thereof is respectfully requested.

Conclusion

In view of the foregoing, entry of this amendment, and the allowance of this application with claims 1, 2, 5, 6, 8, 9, 12, 13, 15, 16 and 25 is respectfully solicited.

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In regard to the claims amended herein and throughout the prosecution of this application, it is submitted that these claims, as originally presented, are patentably distinct over the prior art of record, and that these claims were in full compliance with the requirements of 35 U.S.C. §112. Changes to these claims, as presented herein, are not made for the purpose of patentability within the meaning of 35 U.S.C. §§101, 102, 103 or 112. Rather, these changes are made simply for clarification and to round out the scope of protection to which Applicants are entitled.

In the event that additional cooperation in this case may be helpful to complete its prosecution, the Examiner is cordially invited to contact Applicants' representative at the telephone number written below.

The Commissioner is hereby authorized to charge any insufficient fees or credit any overpayment associated with the above-identified application to Deposit Account 50-0320.

Respectfully submitted,

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